

Snap Denmark ApS

Gammel Strand 26
DK-1202 København K

CVR no. 42 96 75 48

Annual report for the period 10 January - 31 December 2022

The annual report was presented and approved at the
Company's annual general meeting on

28 June 2023

DocuSigned by:

Atul Porwal

Atul Manilal Porwal

DBF0D7E0F1884C6...

Chairman of the annual general meeting

Snap Denmark ApS

Annual report for the period 10 January - 31 December 2022

CVR no. 42 96 75 48

Contents

Statement by the Executive Board	3
Auditor's report on compilation of financial statements	4
Management's review	5
Company details	5
Operating review	6
Financial statements 10 January – 31 December	7
Income statement	7
Balance sheet	8
Statement of changes in equity	10
Notes	11

Snap Denmark ApS

Annual report for the period 10 January - 31 December 2022

CVR no. 42 96 75 48

Statement by the Executive Board

The Executive Board has today discussed and approved the annual report for Snap Denmark ApS for the financial year 10 January - 31 December 2022.

The annual report, which has not been audited, is presented in accordance with the Danish Financial Statements Act.

In my opinion, the financial statements give a true and fair view of the Company's assets, liabilities and financial position at 31 December 2022 and of the results of the Company's operations for the financial year 10 January - 31 December 2022.

Further, in my opinion, the Management's review gives a fair review of the matters discussed in the Management's review.

I recommend that the annual report be approved at the annual general meeting.

The general meeting has decided that the financial statement for the coming year will not be audited.

Management confirms that the Company fulfils the requirement to be exempt from audit.

Copenhagen, 28 June 2023

Executive Board:

DocuSigned by:

Atul Porwal

DBE0D7E0E1884C6

Atul Manilal Porwal

Managing Director



Snap Denmark ApS
Annual report for the period 10 January - 31 December 2022
CVR no. 42 96 75 48

Auditor's report on compilation of financial statements

To the Management of Snap Denmark ApS

We have compiled the financial statements of Snap Denmark ApS for the financial year 10 January - 31 December 2022 based on the Company's bookkeeping records and other information provided by you.

The financial statements comprise income statement, balance sheet, statement of changes in equity and notes, including accounting policies.

We performed our work in accordance with ISRS 4410 Compilation Engagements.

We have applied our professional expertise in accounting and financial reporting to assist you in the preparation and presentation of these financial statements in accordance with the Danish Financial Statements Act. We have complied with relevant provisions of the Auditor Act, including the requirements for independence, and International Ethics Standards Board for Accountants' International Code of Ethics for Professional Accountants (IESBA Code), which is based on fundamental principles of integrity, objectivity, professional competence and due care.

These financial statements and the accuracy and completeness of the information used to compile them are your responsibility.

Since a compilation engagement is not an assurance engagement, we are not required to verify the accuracy or completeness of the information you provided to us to compile these financial statements. Accordingly, we do not express an audit opinion or a review conclusion as to whether these financial statements are prepared in accordance with the Danish Financial Statements Act.

Aarhus, 28 June 2023

KPMG

Statsautoriseret Revisionspartnerselskab
CVR no. 25 57 81 98

A handwritten signature in blue ink, appearing to read 'Niklas R. Filipsen', is written over a light blue horizontal line.

Niklas R. Filipsen
State Authorised Public Accountant
mne47781

Snap Denmark ApS

Annual report for the period 10 January - 31 December 2022

CVR no. 42 96 75 48

Management's review

Company details

Snap Denmark ApS
Gammel Strand 26
DK-1202 København K

CVR no.:	42 96 75 48
Established:	10 January 2022
Registered office:	København
Financial year:	10 January - 31 December

Executive Board

Atul Manilal Porwal, Managing Director

Snap Denmark ApS

Annual report for the period 10 January - 31 December 2022

CVR no. 42 96 75 48

Management's review

Operating review

Principal activities

The principal activities of the Company is to provide promotional and support services.

Development in activities and financial position

The Company's income statement for 10/1-31/12 2022 shows a profit of DKK 480,746. Equity in the Company's balance sheet at 31 December 2022 stood at DKK 520,746.

Snap Denmark ApS

Annual report for the period 10 January - 31 December 2022

CVR no. 42 96 75 48

Financial statements 10 January – 31 December**Income statement**

DKK	Note	10/1-31/12 2022 (12 Mos)
Revenue		8,961,948
Other external costs		-1,611,202
Staff costs	2	-6,659,079
Depreciation on property, plant and equipment		-42,876
Profit before financial income and expenses		648,791
Other financial expenses	3	-2,617
Profit before tax		646,174
Tax on profit for the year		-165,428
Profit for the year		480,746

Proposed profit appropriation/distribution of loss

Retained earnings	480,746
	<u>480,746</u>

Snap Denmark ApS

Annual report for the period 10 January - 31 December 2022

CVR no. 42 96 75 48

Financial statements 10 January – 31 December**Balance sheet**

DKK	Note	<u>31/12 2022</u>
ASSETS		
Fixed assets		
Property, plant and equipment		
Fixtures, fittings, tools and equipment		111,088
Leasehold improvements		<u>271,367</u>
		<u>382,455</u>
Total fixed assets		<u>382,455</u>
Current assets		
Receivables		
Receivables from group entities		1,962,853
Other receivables		262,919
Prepayments		<u>57,000</u>
		<u>2,282,772</u>
Total current assets		<u>2,282,772</u>
TOTAL ASSETS		<u>2,665,227</u>

Snap Denmark ApS

Annual report for the period 10 January - 31 December 2022

CVR no. 42 96 75 48

Financial statements 10 January – 31 December**Balance sheet**

DKK	Note	<u>31/12 2022</u>
EQUITY AND LIABILITIES		
Equity		
Contributed capital		40,000
Retained earnings		<u>480,746</u>
Total equity		<u>520,746</u>
Provisions		
Provisions for deferred tax		<u>10,504</u>
Total provisions		<u>10,504</u>
Liabilities other than provisions		
Current liabilities other than provisions		
Debt to credit institutions		13,152
Trade payables		12,393
Corporation tax		154,924
Other payables, including taxes payable		<u>1,953,508</u>
		<u>2,133,977</u>
Total liabilities other than provisions		<u>2,133,977</u>
TOTAL EQUITY AND LIABILITIES		<u>2,665,227</u>

Snap Denmark ApS

Annual report for the period 10 January - 31 December 2022

CVR no. 42 96 75 48

Financial statements 10 January – 31 December**Statement of changes in equity**

DKK	Contributed capital	Retained earnings	Total
Equity at 10 January 2022	40,000	0	40,000
Transferred over the profit appropriation	0	480,746	480,746
Equity at 31 December 2022	40,000	480,746	520,746

Snap Denmark ApS

Annual report for the period 10 January - 31 December 2022

CVR no. 42 96 75 48

Financial statements 10 January – 31 December

Notes

1 Accounting policies

The annual report of Snap Denmark ApS for 10 January - 31 December 2022 has been prepared in accordance with the provisions applying to reporting class B entities under the Danish Financial Statements Act with opt-in from higher reporting classes.

There are no comparative figures as this is the Company's first financial year.

Income statement

Revenue

Revenue is recognized when control of the promised services is transferred to customers in an amount that reflects the consideration the company expects to receive in exchange for those services.

Revenue is measured at the fair value of the agreed consideration excluding VAT and taxes directly related to the sales price.

The Company generates revenue from services provided to Snap Group Limited.

Other external costs

Other external costs mainly comprise of costs for advertising, cost of rental premises and other administrative costs.

Staff costs

Staff costs comprise wages and salaries and other social security expenses.

Financial income and expenses

Financial income and expenses comprise interest.

Tax on profit for the year

The tax expense relating to the profit for the year is recognised in the income statement at the amount attributable to the profit for the year and directly in equity at the amount attributable to entries directly in equity.

Snap Denmark ApS

Annual report for the period 10 January - 31 December 2022

CVR no. 42 96 75 48

Financial statements 10 January – 31 December

Notes

1 Accounting policies

Balance sheet

Property, plant and equipment

Fixtures and fittings, tools and equipment and leasehold improvements are measured at cost less accumulated depreciation and impairment losses.

Cost comprises the purchase price and any costs directly attributable to the acquisition until the date on which the asset is available for use.

Where individual components of an item of property, plant and equipment have different useful lives, they are accounted for as separate items, which are depreciated separately.

Depreciation is provided on a straight-line basis over the estimated useful life. The estimated useful lives are as follows:

Fixtures, fittings, tools and equipment	3-5 years
Leasehold improvements	1 years

Impairment of fixed assets

The carrying amount of intangible assets and property and plant and equipment is subject to an annual test for indications of impairment other than the decrease in value reflected by depreciation or amortisation.

Impairment tests are conducted of individual assets or groups of assets when there is an indication that they may be impaired. Write-down is made to the recoverable amount if this is lower than the carrying amount.

The recoverable amount is the higher of an asset's net selling price and its value in use. The value in use is determined as the present value of the forecasted net cash flows from the use of the asset or the group of assets, including forecasted net cash flows from the disposal of the asset or the group of assets after the end of the useful life.

Receivables

Receivables are measured at amortised cost.

Prepayments

Prepayments comprise prepayment of costs incurred relating to subsequent financial years.

Corporation tax and deferred tax

Current tax payable and receivable is recognised in the balance sheet as tax computed on the taxable income for the year, adjusted for tax on the taxable income of prior years and for tax paid on account.

Deferred tax is measured using the balance sheet liability method on all temporary differences between the carrying amount and the tax value of assets and liabilities measured on the planned use of the asset or settlement of the liability, respectively.

Snap Denmark ApS

Annual report for the period 10 January - 31 December 2022

CVR no. 42 96 75 48

Financial statements 10 January – 31 December**Notes****1 Accounting policies**

Deferred tax is measured in accordance with the tax rules and at the tax rates applicable at the balance sheet date when the deferred tax is expected to be recognised as current tax. Changes in deferred tax as a result of changes in tax rates are recognised in the income statement or equity, respectively.

Liabilities other than provisions

Financial liabilities are recognised at the date of borrowing at cost, corresponding to the proceeds received less transaction costs paid. In subsequent periods, the financial liabilities are measured at amortised cost, corresponding to the capitalised value using the effective interest rate.

Other liabilities are measured at amortised cost.

2 Staff costs

	10/1-31/12 2022 (12 Mos)
DKK	
Wages and salaries	6,652,578
Other social security expenses	6,501
	<u>6,659,079</u>
Average number of full-time employees	<u>3</u>

3 Other financial expenses

	10/1-31/12 2022 (12 Mos)
DKK	
Interest paid to group entities	2,616
Other interest expenses	1
	<u>2,617</u>

Snap Denmark ApS

Annual report for the period 10 January - 31 December 2022

CVR no. 42 96 75 48

Financial statements 10 January – 31 December

Notes

4 Related parties

Snap Denmark ApS' related parties comprise the following:

Control

Snap Denmark ApS is part of the consolidated financial statements of Snap Inc., 3000 31st Street, Santa Monica, CA 90405, USA, which is the smallest group in which the Company is included as a subsidiary.

Ownership

The following shareholders are registered in the Company's register of shareholders as holding a minimum of 5% of the votes or a minimum of 5% of the contributed capital:

Snap International II Limited, 50 Cowcross Street, Floor 2, London, EC1M 6AL, United Kingdom